



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Over 10,000 Toys Gifted to Children Throughout the Bay Area from the CHiPs For Kids Holiday Toy Drive

Vallejo, CA – The CHiPs for Kids holiday toy drive was a huge success this year, thanks to all those who so generously donated. During the months of November and December 2014, the California Highway Patrol, Golden Gate Division's sixteen offices worked with allied agencies, government organizations, local community leaders, and members of the community to collect toys. The goal of the toy drive is to make a difference to children and families during the holidays. This year, the CHP was able to collect over 10,000 toys which affected thousands of families throughout the Bay Area!

Many of these donations would not have been possible without the partnerships in communities and the hard work of officers. Our Marin Area Office partnered with the San Rafael Toys 'R Us location for weekly toy drives. You may have seen officers in front of the store on a Friday, Saturday, or Sunday between Thanksgiving and Christmas, most of them volunteering their time for this great cause. Partnerships with other generous companies such as NRG Energy and ServiceKing collected over 1,100 toys and public entities such as Caltrans, Metropolitan Transportation Commission, and WestCAT transportation district added dramatically to the totals. The Napa Area Office worked with businesses and community organizations across the Napa and Sonoma counties, collecting over 2,000 toys. The officers and staff of the Redwood City CHP Area Office were most generous, with their squad club donating funds to purchase over 1,000 new toys! These are just a few of the events which helped us collect just over 10,000 toys this year.

"The CHiPs for Kids program allows law enforcement to bring happiness and joy to children during the holiday season," said Division Chief Avery Browne. "Our goal is to continue our partnerships with the communities we serve and protect, while spreading cheer to those who need it most."

The highlight of the "CHiPs for Kids" program is that each toy donated to the CHP is guaranteed to be given to a child in the Bay Area. Toys are kept in the same community from which they are collected. Toward the end of the holiday season, each of our offices set up distribution events with local groups and organizations that serve those in need. At each of our distribution events, our officers go out into the community and connect directly with children in a non-enforcement setting, which allows the children to see law enforcement officers as people they can put their trust in.

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Many of our Area Offices work with local child protective services departments to ensure children who have been displaced from their homes have toys for the holiday season. We work with local hospitals to ensure children who are in the hospital for the holidays have a little joy. We also work with churches and community organizations, attending holiday events and bringing joy and happiness to those less-fortunate children. Our “Community Oriented Policing” officers also give out toys in the community, serving those families that live in their patrol areas.

In addition to these distributions, we participate in some very unique events. The CHP Marin Area partners with the Performing Stars charity group in Marin City. Each year, the group works with a local seaplane tourism company to fly Santa and Mrs. Claus into Marin City to help officers present toys to the children. We also participate in the “Los Tres Reyes Magos” events across the Bay Area during the month of January. This year, we attended events in Santa Rosa, Redwood City, and Oakland, distributing toys and taking part in the festivities.

We have included several photos of our participation in these wonderful events. There is nothing quite like the feeling we get when we are able to bring joy and happiness to a child’s eyes through the gift of a toy. We appreciate the community’s assistance and their generosity throughout our drive this year, and look forward to a very successful drive in 2015!

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